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focus group product comparison

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Determining design preferences of a group

US Pat. 7308418 - Filed May 24, 2004 - Affinova, Inc.

These could rely on qualitative methods, a focus group for example, ... is the active sharing and comparison of the participants' experiences and opinions. ...

Tissue paper

US Pat. 6265052 - Filed Feb 9, 1999 - The Procter & Gamble Company

Table 2 below shows the results of focus group testing of various ... of sample product the amount of tissue believed necessary for post urinary drying. ...

Sore throat spray

US Pat. 6159473 - Filed Jun 24, 1998 - Botanical Laboratories, Inc.

A number of separate focus groups for evaluation of the throat spray formula ... tested by individuals in a direct comparison with a phenol- based product, ...

Method and apparatus for evolutionary design

US Pat. 7016882 - Filed Apr 26, 2004 - Affinova, Inc.

This situation arises often when the product or service being designed is ...
50 The interpersonal dynamics in the traditional focus group or consumer ...

Method and apparatus for dynamic, real-time market segmentation

US Pat. 7177851 - Filed Nov 9, 2001 - Affinova, Inc.

r general, group dynamics are desirable in the sense that the 30 carl' and the ... They tend to focus on what is to identify the product design that would ...

Computed tomography apparatus with automatic parameter modification to ...

US Pat. 6870898 - Filed Apr 25, 2000 - Siemens Aktiengesellschaft

... is not significantly reduced in comparison to an mAs product contributing to ... has a focus, with a focus size, from which said X-ray beam is emitted, ...

Method and apparatus for regression testing of application logic

US Pat. 5758062 - Filed Apr 30, 1996 - Oracle Corporation

Fields typically represent a focus where data can be entered into the application layer ... 320 to a software product 48, 48' or group of software products. ...

Naphtha upgrading by combined olefin forming and aromatization

US Pat. 6190534 - Filed Mar 15, 1999 - UOP LLC

Catalytic reforming is a major focus, as this process generally ... in product gas from the process combination of the invention in comparison to ...

Method and apparatus for presenting price comparison to prospective buyers

US Pat. 6976006 - Filed Sep 8, 2000

Focus of the present invention is on products that are offered for sale in stores 30 ... Website at compare.net provides comparison of product features. ...

Tissue paper

US Pat. 6458450 - Filed Aug 11, 2000 - The Procter & Gamble Company

In general, for core-wound product of sheets defined by perforations, ...

The historical data for focus group panelists is typically lower than actual ...

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